

08/18/2013

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, D.C. 20460

AUG 18 2013



United States  
Environmental Protection  
Agency

Office of Pesticide Programs

Scientific and Regulatory Consultants, Inc.  
c/o Virox Technologies, Inc.  
P. O. Box 1014  
Columbia City, IN 46750

Attention: Micah T. Reynolds

Subject: ALICE  
EPA Registration No. 74559-7  
Notification Dated July 18, 2013

This will acknowledge receipt of your notification, submitted under the provisions of FIFRA Section 3(c)(9).

**Proposed Notification**

- Minor Labeling Changes to add optional graphics

**General Comments:**

Based on a review of the submitted material, the following comments apply.

The Notification dated June 19, 2010 is in compliance with PR Notice 98-10 and is acceptable. This information has been added to your file.

If you have any questions concerning this letter, please contact Martha Terry at (703) 308-6217.


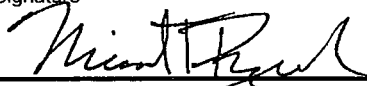
Sincerely,

A handwritten signature in black ink, appearing to read "M. Swindell".

Marshall Swindell  
Product Manager 33  
Regulatory Management Branch 1  
Antimicrobials Division (7510P)

Please read instructions on reverse side before completing form.

Form Approved. OMB No. 2070-0060. Approval expires 05-31-98

	United States <b>Environmental Protection Agency</b> Washington, DC 20460	<input type="checkbox"/> Registration <input type="checkbox"/> Amendment <input checked="" type="checkbox"/> Other	OPP Identifier Number
<b>Application for Pesticide – Section I</b>			
1. Company/Product Number <b>74559-7</b>		2. EPA Product Manager <b>Marshall Swindell</b>	
4. Company/Product (Name) <b>ALICE</b>		3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted	
5. Name And Address Of Applicant (Include ZIP Code) <b>Virox Technologies, Inc.</b> <b>2770 Coventry Road</b> <b>Oakville, Ontario L6H 6R1 CANADA</b>  <input type="checkbox"/> Check if this is a new address		6. Expedited Review. In accordance with FIFRA Section 3(c)(3) (b)(i), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____	
<b>Section II</b>			
<input type="checkbox"/> Amendment – Explain below. <input type="checkbox"/> Final Printed labels in response to Agency letter dated _____ <input type="checkbox"/> Resubmission in response to Agency letter dated _____ <input type="checkbox"/> "Me Too" Application. <input checked="" type="checkbox"/> Notification – Explain below. <input type="checkbox"/> Other – Explain Below.			
<b>Explanation:</b> Use additional page(s) if necessary. (For section I and Section II.) <b>Submission of Label Notification to add optional graphics per PR Notice 98-10.</b> This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations at 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA. <b>Please confirm receipt with Micah Reynolds: <a href="mailto:mreynolds@tsqusa.com">mreynolds@tsqusa.com</a>, via phone (202) 828-8967, or via fax (202) 872-0745.</b>			
<b>Section III</b>			
1. Material This Product Will Be Packaged In:			
Child Resistant Packaging <input type="checkbox"/> Yes* <input type="checkbox"/> No <b>* Certification must be submitted</b>	Unit Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No If "Yes"                      No. per Unit Packaging wgt.      Container	Water Soluble Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No If "Yes"                      No. per Unit Packaging wgt.      Container	2. Type of Container <input type="checkbox"/> Metal <input type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify) _____
3. Location of Net Contents Information <input type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(S) Retail Container	
		5. Location of Label Directions <input type="checkbox"/> On Label <input type="checkbox"/> On Labeling accompanying product	
6. Manner in Which Label is Affixed to Product		<input type="checkbox"/> Lithographed <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled <input type="checkbox"/> Other _____	
<b>Section IV</b>			
1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)			
Name <b>Micah T. Reynolds, Technology Sciences Group, Inc.</b>		Title <b>Senior Regulatory Consultant</b> Telephone No. (Include Area Code) <b>(202) 828-8967</b>	
<b>Certification</b> I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.			Date Application Received (Stamp)
2. Signature 		3. Title <b>Regulatory Consultant to Virox Technologies, Inc.</b>	
4. Typed Name <b>Micah T. Reynolds</b>		5. Date <b>July 18, 2013</b>	


**Technology Sciences Group Inc.**

1150 18<sup>th</sup> Street, Suite 1000  
 Washington, DC 20036  
 Direct: (202) 828-8967  
 Fax: (202) 872-0745  
 E-Mail: MReynolds@TSGUSA.com

**Micah T. Reynolds**  
 Senior Regulatory Consultant

July 18, 2013

**Virox Technologies, Inc.**  
**Label Notification for**  
**ALICE (EPA Reg. No. 74559-7)**

Mr. Marshall Swindell, PM-33  
 Antimicrobials Division (7510P)  
 Office of Pesticide Programs (NOTIF)  
 U.S. Environmental Protection Agency  
 Document Processing Center  
 Room S-4900, One Potomac Yard  
 2777 South Crystal Drive  
 Arlington, Virginia 22202

Dear Mr. Swindell:

Technology Sciences Group, Inc., on behalf of Virox Technologies, Inc., herein submits the enclosed label notification for the above referenced product to add optional graphics to the label. The product will be marketed via a variety of supplemental distributor products, several of which are intended to clean up and treat pet messes (vomit, blood, feces, urine, etc.). The graphics (i.e. image of a dog, cat, and/or paw print) are intended to help compliment the distributor product name and aid the user in identifying that the product is intended to treat various pet messes. Please find enclosed the following documents supporting this notification:

- 1) EPA Notification Form (EPA Form 8570-1);
- 2) One redline copy of the proposed label with changes indicated;
- 3) Three (3) clean copies of the proposed label.

If you have any questions or require additional information or clarification, please do not hesitate to contact me by phone at (202) 828-8967 or by e-mail at [mreynolds@tsgusa.com](mailto:mreynolds@tsgusa.com).

Sincerely,

Regulatory Consultant to Virox Technologies, Inc.

Enclosures

CC: B. Givehchi (Virox), D. Aupperlee (Bissell)

Washington, D.C.  
 1150 18<sup>th</sup> St., NW, Suite 1000  
 Washington, D.C. 20036  
 Phone: (202) 223-4392

California  
 712 Fifth St., Suite A  
 Davis, CA 95616  
 Phone: (530) 757-1245

Canada  
 275 Slater St., Suite 900  
 Ottawa, Ontario K1P 5H9  
 Phone: (613) 247-6285

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

(MASTER LABEL)  
**Alice** (Name TBD)

(Alternate Brand Names: BISSELL, Woolite, Pawsitively Clean)

SOFT-SURFACE AND CARPET [SANITIZER] – [CLEANER] -  
[DEODORIZER] - [ANTIBACTERIAL]

[Bacteria reducer\*], [Spot and Stain Cleaner], [Soft Surface Cleaner], [Carpet Cleaner],  
[(Dual Action) (Triple Action) (Multi-Purpose) Cleaner], [(Pet) Stain and Odor (Remover  
) (Eliminator) and Sanitizer], [(One-step) Deodorizer], [Formula for (carpet) (&  
(upholstery)], [Deep (Spot) Clean(er) + Sanitize(r)], [(Sanitization) (Sanitizing)  
(Treatment)(Pretreat(er)) (Preclean(er))], [Tough Stain (Treatment)]

**Active Ingredient:**

Hydrogen Peroxide..... 0.5%

**Other Ingredients:** ..... 99.5%

**Total:** ..... 100.0%

EPA Reg. No.: 74559-7

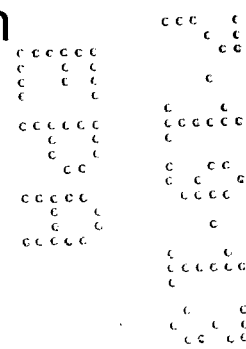
EPA Est. No.: [6297-MI-001] OR [74559-CAN-001]

[Note to reviewer: lot code letters indicate manufacturing location]

Keep out of Reach of Children

Manufactured [by] [for]:  
Bissell Homecare, Inc.  
2345 Walker Ave, NW  
Grand Rapids, MI 49544

**NOTIFICATION**  
Date Reviewed: 8/14/13  
Reviewed By: [Signature]



USA PAT #: 7,632,523<sup>1</sup>

<sup>1</sup>Under license by Virox Technologies, Inc.

**Net Contents:**

Batch/Lot: (Note to Reviewer: The lot or batch number may also be stamped or imprinted directly on the packaging.)

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

### Soft Surface Use Sites (Location)<sup>†</sup>

All around the house <sup>‡</sup>	Car (s) (Truck(s)))		Sunroom (s)
All around the home <sup>‡</sup>	Closets	Laundry Room	Vacation home
Attic	(Damp) Storage Area(s)	Living Room	Vehicles
Automobile(s)	(Damp) Storage Room (s)	Locker (Liners) (Pads)	
Baby's Room (s)	Den (/Study)	Mobile Home (s)	
Basement (s)	Dining Room (s)	Mud Room (s)	
Bathroom (s)	Dorm (s)	Nursery (Nurseries)	
Bedroom (s)	Family Room (s)	Office(s)	
Boat (s)	Garage (s)	Pet area(s)	
Cabins	Home	Playroom(s)	
Camper (s)	House	Studios	

<sup>†</sup> Not for use on polypropylene/olefin or wool carpets

<sup>‡</sup> Non food contact surfaces only

### Use (Surfaces)<sup>†</sup> [may include graphic depicting surface]

Carpet(s)	Stairs	(Couch(es) ) (Sofa(s))	Mattress(es) (Covers)
Upholstery		(Upholstered) chairs	Blankets
Fabric	Back (School) packs	(Upholstered) couches	Car Seats Upholstery
Pet Areas	Bathroom mats (rugs)	(Upholstered) furniture	(Dog) (Pet) (beds) (bedding)
Soft (household) surfaces	Bedding (Bedspreads)	Hamper(s)	Laundry bags
Gym bags	Blankets (Comforters)	Draperies	Shoe interior(s)
Laundry bags	Box Springs	Duvet cover(s)	Cushions
Shower curtains	(Canvas) (Shoes) (Sneakers)	Upholstery	Pillow(s)
Window treatments	(Cotton) purses		Stuffed animals
Kitchen mats	Entry rugs		
(Kitchen) (Household) seat cushion(s)	Diaper bag(s)	(Area) Rug(s)	
Slippers	Shower Curtains		
Sleeping bag(s)			

<sup>†</sup> Not for use on polypropylene/olefin or wool fibers

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

## DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Read and follow all directions and precautions on this product label.

**Fabric and carpet (precaution) advisory statement:** Before you clean, test a small, hidden area for colorfastness and examine when dry. If color is affected, do not use. Before using this product on upholstery, look for manufacturers cleanability code tag. Use on upholstery coded "WS" or "W". Do not use on upholstery coded "X" or "S". Do not use on velvet, silk, vinyl, or leather upholstery. Do not use on wool carpet.

Remove solid residue and blot excess liquid with a clean, colorfast, absorbent cloth.

### For use on carpet<sup>†</sup>:

**To spot clean & sanitize:** Spray a light even coating on soiled area (until wet). Allow to remain wet for 60 minutes (1 hour) (an hour). Gently blot area with a clean, damp, color-safe cloth. Repeat as needed (for stubborn stains). Let air dry. (Vacuum.) (Deep clean following your machine's guide.)

**To spot clean:** Spray on soiled area until wet. Gently blot area with a clean, damp, color-safe cloth. Repeat as needed (for stubborn stains). Let air dry.

**To spot sanitize:** Spray a light even coating on area until wet. Allow to remain wet for 60 minutes (1 hour) (an hour). Let air dry. Vacuum.

**To deodorize or freshen:** Spray until slightly damp to eliminate (pet) odors. For difficult odors repeat application. Let air dry. Vacuum.

**To use as a precleaner (pretreat) (& sanitize(r)):** Shake well, turn nozzle to spray position and spray a light even coating over soiled area (until wet). Allow to remain wet for 60 minutes (1 hour) (an hour). (Deep clean following your machine's guide.)

(may include graphics)

### For use on soft surfaces other than carpet:

**To spot clean & sanitize:** Spray a light even coating on soiled area [fabric] until damp. Allow area to remain damp for 1 minute. Gently blot area with a clean, damp, color-safe cloth. Repeat as needed (for stubborn stains or heavy fabrics). Let air dry.

**To spot clean:** Spray on soiled area until damp. Gently blot area with a clean, damp, color-safe cloth. Repeat as needed (for stubborn stains). Let air dry.

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

**To spot sanitize:** Spray a light even coating on area [fabric] until damp. Area must remain damp for 1 minute. Let air dry. Repeat as needed (for stubborn stains or heavy fabrics)

**To deodorize or freshen:** Spray until slightly damp to eliminate (pet) odors. For difficult odors repeat application. Let air dry.

(may include graphics)

## STORAGE AND DISPOSAL

Nonrefillable container. Store in original container in areas inaccessible to small children. Keep securely closed. Do not reuse or refill this container. Wrap [container] and put in trash or offer for recycling if available.

Manufactured by

[BISSELL brand

Questions or comments 1.800.237.7691 ©(year) BISSELL Homecare Inc., Grand Rapids, MI 49544 USA  
www.bissell.com]

[Woolite brand

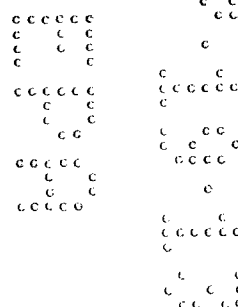
Questions or comments: Call 1.800.451.7847 Visit our website at  
www.woolitecarpet.com  
Woolite is a trademark of Reckitt Benckiser licensed to BISSELL Homecare, Inc.]

[Pawsitively Clean brand

Questions or comments 1.800.237.7691 ©(year) BISSELL Homecare Inc., Grand Rapids, MI 49544 USA  
www.pawsitivelycleanpet.com]

[Questions?] [Comments?] [Call XXX-XXX-XXXX]

[Made in (insert country of manufacture origin)]



(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

### Optional Label Statements, Marketing Claims, and Pictograms:

**\* Kills 99.9% of (Enterobacter aerogenes (ATCC 13408))(and)(Staphylococcus aureus (ATCC 6538))(Staph) on (insert usage surface).**

**\*\* Non-living allergens including: Pollen, Pet dander, Dust mite matter**

#### (Sanitizing claims)

(Deep) Cleans (&) (+) Sanitizes

(Deep) Cleans (&) (+) Sanitizes (insert usage site)

(Deep) Cleans (&) (+) Sanitizes in 1 minute (60 seconds) on soft surfaces other than carpet

(Deep) Cleans (&) (+) Sanitizes in 60 minutes (1 hour) (on carpets<sup>†</sup>)

1 minute (60 seconds) is all it takes to kill 99.9% of bacteria\* on (insert usage surface)

Kills 99.9% of bacteria\*

Kills 99.9% of bacteria\* in 1 minute on soft surfaces other than carpet

Kills 99.9% of bacteria\* in 60 minutes (1 hour) (on carpets<sup>†</sup>)

Sanitizes (insert usage surface) in 1 minute on soft surfaces other than carpet

Sanitizes (insert usage surface) in 60 minutes (1 hour) on carpets<sup>†</sup>

(Sanitizes) in only 1 minute on soft surfaces other than carpet

(Sanitizes) in only 60 minutes (1 hour) (on carpets<sup>†</sup>)

Sanitizes (insert usage sites)

Sanitizes

Sanitizes and eliminates (pet odors) (odors) (allergens\*\*) (and) (everyday dirt) (spots and stains)

(Deep) Cleans and sanitizes, eliminates 99.9% of bacteria\*

Eliminates (99.9%) of (bacteria\*)

Removes (the most) (common) allergens\*\*

Eliminates (the most) (common) allergens\*\*

Leaves (insert usage surfaces) clean and sanitized

Leaves (insert usage surfaces) cleaned, sanitized, deodorized

Leaves (insert usage surfaces) sanitized

(Deep) Cleans, sanitizes, refreshes (insert usage site)

(Deep) Cleans, sanitizes, refreshes pet messes

(Deep) Cleans (+) (sanitizes) (+) (deodorizes) (+) (and) (freshens) in one easy step

2 in 1 (Dual Action) (formula) – (cleans) (sanitizes) (deodorizes) (freshens) (in 1 easy step)

3 in 1 (Triple Action) (formula) – (cleans) (sanitizes) (deodorizes) (freshens) (in 1 easy step)

4 in 1 (All in One) (formula) – (cleans) (sanitizes) (deodorizes) (freshens) (in 1 easy step)

Kills 99.9% of enterobacter aerogenes and staphylococcus aureus (staph) on (insert usage site) in 1 minute (60 seconds) on soft surfaces other than carpet\*

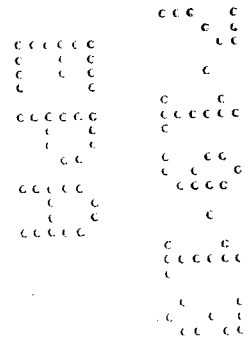
Kills 99.9% of enterobacter aerogenes and staphylococcus aureus (staph) on (insert usage site) in 60 minutes (1 hour) (on carpets<sup>†</sup>) \*





(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Destroys 99.9% of bacteria\* on (insert usage sites)  
 Kills 99.9% of bacteria\* at the source  
 Effectively kills 99.9% of bacteria\*  
 Kills 99.9% of bacteria\* in 1 minute (in 60 seconds) on soft surfaces other than carpet  
 Kills 99.9% of bacteria\* in 60 minutes (1 hour) for carpets†  
 Kills 99.9% of bacteria\* on (insert usage site) (for a deep down clean)  
 Kills 99.9% of household bacteria\* on (insert usage site)  
 (Kills) (destroys) (eliminates) 99.9% of (staphylococcus aureus) (staph) (and)  
 (enterobacter aerogenes) in 1 minute (60 seconds) on soft surfaces other than carpet  
 (Kills) (destroys) (eliminates) 99.9% of (staphylococcus aureus) (staph) (and)  
 (enterobacter aerogenes) in 60 minutes (1 hour) on carpets†  
 (Kills) (destroys) (Eliminates) 99.9% of (staphylococcus aureus) (staph) (and)  
 (enterobacter aerogenes) (for spot treatment) on (insert usage site)  
 To eliminate 99.9% of bacteria\* on (insert usage site)  
 Kills 99.9% of bacteria\* in (only) 1 minute (60 seconds) on soft surfaces other than  
 carpet  
 Kills 99.9% of bacteria\* in (only) 60 minutes (1 hour) on carpets†  
 Kills 99.9% of bacteria\* on (insert usage site) in (only) 1 minute (60 seconds) on soft  
 surfaces other than carpet  
 Kills 99.9% of bacteria\* on (insert usage site) in (only) 60 minutes (1 hour) on carpet†  
 Sanitizes (insert usage site)  
 (Both) Cleans & Sanitizes- better than cleaning alone  
 Cleans & Sanitizes in 1 minute (60 seconds) on soft surfaces other than carpet  
 Cleans & Sanitizes in 60 minutes (1 hour) (on carpets†)  
 (X) in 1 (formula) (cleans) (and) (sanitizes) (and) (deodorizes) (and) (eliminates  
 allergens)\*\*  
 One step clean(s) and sanitizes(s)  
 Neutralizes and reduces the growth of bacteria\*  
 Makes sanitizing easy  
 Easy (sanitizing)  
 Fast & easy (sanitizing)  
 (Antimicrobial) (formula) cleans and sanitizes  
 The easy, effective, and convenient way to sanitize (insert usage site)  
 Antibacterial  
 Leaves (insert usage site) sanitary  
 Helps protect your family  
 Sanitizes as it cleans  
 For cleaning and sanitizing (insert usage site)  
 Antibacterial formula cleans and sanitizes in one (1) step  
 (Deep) Cleans, (Sanitizes), (Deodorizes), (Freshens), (Removes Allergens\*\*) in (one)  
 (1) easy step  
 (Deep) Cleans (+) (Sanitizes) (+) (Deodorizes) (+) (Freshens) (+) (Removes  
 Allergens\*\*) (+) (Removes Odors)  
 Kills 99.9% of bacteria\* and eliminates (pet) odors for a cleaner, fresher home  
 All in one formula (cleans) (and) (sanitizes) (and) (deodorizes) (and) (freshens) (and)  
 (eliminates allergens\*\*)



(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

One step (cleans) (and) (sanitizes) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens\*\*)

(2 in 1) (3 in 1) (4 in 1) (5 in 1) formula cleans (and) sanitizes (and) deodorizes (and) freshens (and) eliminates allergens\*\*

The easy, effective, and convenient way to sanitize (usage site)

Makes sanitizing easy

The quick and easy way to clean and sanitize your (insert usage site)

(Deep) Cleans as it sanitizes

Sanitizes as it cleans

(Pet) Stain and odor remover and sanitizer

Convenient to use (-cleans and sanitizes)

Sanitizes and refreshes

Improves cleaning performance to also sanitize

(Deep) Cleans plus sanitization

Penetrates (deep down) to (thoroughly) clean and sanitize

Penetrates (deep down) to thoroughly remove (stains), (bacteria\*), (and) (odors)

Thoroughly cleans and sanitizes deep within carpet fibers, eliminating stains, bacteria\*, and allergens\*\*

Go beyond surface cleaning

Goes beyond surface cleaning

Go beyond surface cleaning- unique penetrating action thoroughly cleans and sanitizes deep down into the carpet fibers

Deep cleaning formula that provides dramatically better cleaning performance and sanitizes at the same time

(Deep) Cleans, Sanitizes and Reconditions (in one easy step)

Destroys tough odors and bacteria\*

Unique penetrating action goes deep within carpet fibers to thoroughly clean and sanitize – eliminating dirt, stains, odors, bacteria\*, and allergens\*\*.

(Removes) (Eliminates) bacteria\*

(Sanitization)(Sanitizing)(Antibacterial) Treatment

Powerful stain & odor (remover) (eliminator) that sanitizes as it cleans

Sanitizes as it cleans

Penetrates to sanitize(s) and (clean) (loosen(s)) (tough) stains (including (spaghetti sauce) (coffee) (mud) (wine) (pet stains) (cola) (tea) (food grease))

Penetrates, sanitizes and loosens (tough) stains

Spot removal (Clean) (+)(&) Sanitize for a more (effective)(powerful) clean

Spot removal (Clean) (+)(&) Sanitize for a higher level of clean(ing)

Take (more) control of your cleaning (with sanitization) (insert product name)

Penetrates to (clean) (and) (loosen) (tough) stains (and sanitizes)

### (Cleaning claims)

Fast & effective (pet) cleaning

For a cleaner, fresher household

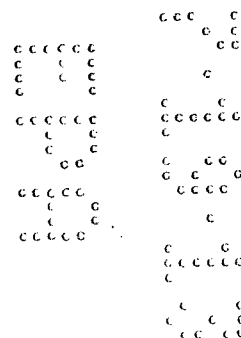
Effectively (removes) (eliminates) tough (dirt) (stains) (spots) (and) (grime)

Better than ever cleaning (and sanitizing) (for your) (insert usage site)

Effective cleaning of tough (pet) spots and stains

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

(Permanently) (removes) (eliminates) deep down dirt and (set in) stains  
(Permanently) (removes) (eliminates) tough (pet) stains and odors (on) (insert usage site)  
Spot treatment for (pet stains and odors) (insert usage site)  
Cleans tough (pet spots) (spots) (and) (pet stains) (stains)  
(removes) (eliminates) (tough) (dirt) (and) (stains) (pet stains)  
Removes dirt, dust, and common allergens\*\* from (insert usage site)  
(Permanently) (removes) (eliminates) tough stains like (red wine), (food stains), (fruit juice), (pet messes), (mud/dirt), (ink), (chocolate), (coffee/tea), (cola), (blood), (grease), (motor oil)  
(Permanently) removes tough pet stains like (urine), (feces), (vomit), (tracked-in dirt), and (blood)  
Removes deep down (dirt), (pet stains), (stains), (&) (pet odors), (odors)  
(Permanently) Eliminates tough pet stains like (urine), (feces), (vomit), (tracked-in dirt), and (blood)  
Eliminates deep down (dirt), (pet stains), (stains), (&) (pet odors), (odors)  
Deep down clean(ing)  
For a deep (down) clean  
Cleans (insert usage site)  
Cleans everyday (pet) messes  
(Removes) (Eliminates) (pet spots) (spots) (and) (stains) without hard scrubbing  
No (hard) scrubbing required  
(Foam) (Bubbles) work hard on (tough) (dirt) (spots) (and) (stains)  
Foaming action works hard to (remove) (eliminate) (tough) (dirt) (spots) (and) (stains)  
Penetrates to (remove) (eliminate) (deep down) (tough) (dirt) (pet stains) (stains) (and) (pet odors) (odors)  
Penetrates for a (complete) (deep) clean  
Specially designed to penetrate (deep down) (tough) (dirt) (pet stains) (stains) (and) (pet odors) (odors)  
Leaves (insert usage surfaces) (clean and fresh)  
Best (BISSELL) formula for cleaning (usage site)  
Removes tough dirt and grime  
Unbeatable cleaning  
Fast and effective cleaning  
Safely (removes) (eliminates) tough odors and soils  
Cleans the toughest (stains) (and) (soils)  
Cleans tough (stains) (and) (soils)  
Powerful (penetrating) clean  
Deep clean beyond what's seen™  
Deep down cleaning  
For a thorough, deep down clean  
For a deep clean  
Cleans beyond the surface  
Enhanced cleaning performance  
Improve(s)(d) cleaning performance to deep clean beyond what's seen  
Improve(s)(d) cleaning performance (with sanitization)

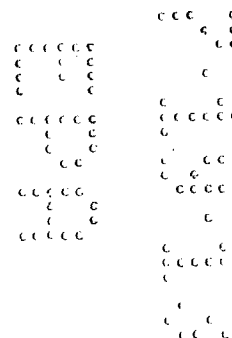


(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Boosts (deep) cleaning performance  
 Boosts (deep) cleaning  
 Improve(s) (deep) cleaning performance  
 Makes deep cleaning more effective  
 1<sup>st</sup> step in spot & deep cleaning

**(Deodorizing claims)**

Doesn't just mask (pet) odors  
 Eliminates (pet) odors(,) doesn't just mask (them)  
 (Permanently) Eliminates (pet) odors  
 Freshens home with the scent of (fragrance name)  
 Freshens (insert usage site)  
 Refreshes (insert usage site)  
 Lightly scented  
 (Leaves behind a) Clean, Fresh Scent  
 Leaves a fresh, clean scent  
 Leaves a light, clean scent  
 Leaves a fresh scent  
 Fresh, clean scent  
 Fresh & clean  
 Deodorizes  
 Freshens  
 Deodorizes & freshens  
 Deodorizes & freshens, leaving a light (fresh), clean scent  
 Lifts (pet) odors and freshens  
 Eliminates the toughest (pet) odors at the source  
 Eliminates odors (including) (kitchen) (pet) (and) (smoke)  
 Freshens (insert usage site)  
 Refreshes (insert usage site)  
 Leaves (insert usage site) deodorized  
 Lightly scented and suitable for frequent use  
 Full day freshness  
 For ultimate freshness  
 Leaves (insert usage site) smelling (refreshed) (fresh) (clean)  
 Long lasting freshness  
 Eliminates odors at the source  
 Reduces odor causing bacteria (on)(in) (insert usage site)  
 Leaves your (insert usage site) free of (pet) odors  
 Keeps (insert usage site) smelling fresh  
 Penetrates (deep inside) (insert usage site) to eliminate (pet) odors at their source  
 Neutralizes (pet) odors  
 Neutralizes (pet) odors in (insert usage site)  
 Neutralizes, reduces, and controls the growth of odor causing bacteria  
 (Kills) (Eliminates) (Destroys) odor causing bacteria  
 (Fresh) (Clean) (fragrance) (scent)  
 (Effectively) (effective to kill) (kills) odor causing bacteria



(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Eliminates (pet) odors and (kills) (removes) (gets rid of) the bacteria that cause them  
 Kills odor causing bacteria on (insert usage site)  
 (Eliminates) (removes) (the toughest) (tough) odors caused by bacteria on (insert usage site)  
 Kills odor causing bacteria on (insert usage site)  
 Eliminates (tough odor) (tough odors) (bacterial odor) (bacterial odors) (pet odors) on (insert usage site)  
 (Antimicrobial) kills odor causing bacteria  
 Kills odor causing bacteria on (insert usage site)  
 Prevents (buildup of) odors by killing odor causing bacteria on (usage site)  
 Eliminates odor causing bacteria  
 Kills odor causing household bacteria  
 Kills (odor causing) bacteria leaving (insert usage site) smelling fresh  
 Removes tough (pet) odors and soils  
 Freshens while killing odor causing bacteria  
 Leaves (rooms) (home) smelling fresh and clean  
 (insert usage site) (Pet) Spot and stain deodorizer  
 (insert usage site) (Pet) Deodorizer  
 (Insert usage site) (Pet) Odor Neutralizer  
 (Insert usage site) (Pet) Odor Eliminator  
 (Insert usage site) Refresher  
 Clean and fresh scent  
 Removes odors + provides a clean, light scent

### (General Usage Claims)

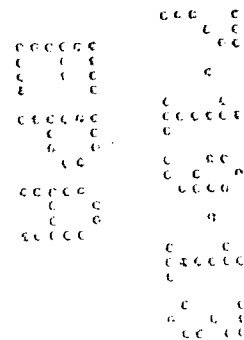
Get a true clean (with) (this product)  
 Okay (suitable) to use daily  
 (Okay) (suitable) for daily use  
 (Okay) (suitable) for weekly use  
 (Okay) (suitable) for monthly use  
 (Okay) (suitable) for regular use  
 (Okay) for everyday use  
 Good for (everyday) touch ups (for your) (tough) (dirt) (and) (stains) (pet stains)  
 Use daily (in) (on) the (insert usage area) your (family)(and)(pets) touch (the most) often  
 Use on (soft) surfaces that you and your family come in contact with everyday  
 Suitable for use on (insert usage site)  
 Great for use in any room of the house  
 Use throughout your house  
 Contains no heavy metals, optical brighteners or dyes  
 Bottle contains minimum of X% post-consumer recycled plastic  
 Dye Free (formula) (technology)  
 (With) an active ingredient you can pronounce  
 No harsh odor  
 Suitable for (your) soft surfaces  
 Compatible with (your) soft surfaces  
 Easy on your soft surfaces

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Suitable for use on carpets<sup>†</sup> (including nylon & stain resistant carpets)  
(Effective) (Works) on carpets<sup>†</sup>  
Compatible (with) (on) carpets<sup>†</sup> (including nylon & stain resistant carpets)  
Leaves carpet (clean) (sanitized) for children and pets when used as directed  
For everyday use  
Leaves no residue  
No residue  
No chemical residue  
No-rinse formula  
Effective clean you can trust  
(Carefully) (Consciously) designed (for home use)  
(Ingredients) designed for home use  
(Designed) (Developed) for home use  
Carefully designed  
This product is approved for use on (insert usage sites)  
Compatible with (insert usage sites)  
Use on (insert usage sites) as a spot treatment  
Suitable for use on (insert usage site)  
Trusted heritage of hydrogen peroxide  
Effective cleaning for your carpet<sup>†</sup>  
Great (cleaning) for your carpet<sup>†</sup>  
Great (cleaning) on your carpet<sup>†</sup>  
(Great for) (Effective on) (insert usage site)  
Proven to work without (fading) (discoloring) (damaging) (insert usage site)  
Powerful everyday cleaner that helps remove many spots and stains (including  
(spaghetti sauce) (coffee) (mud) (wine) (pet stains) (cola) (tea) (food grease))

**(Easy to use claims)**

Advanced (formula) (for) (insert usage sites)  
Dries in (x) minutes  
Dries fast on soft surfaces other than carpet  
Fast drying on soft surfaces other than carpet  
Gentle mist dries in minutes on soft surfaces other than carpet  
Can be used anytime  
Dual (action) (purpose)  
Works on (most) (insert usage sites)  
Everyday formula  
(Suitable) For everyday use  
Multi-purpose  
Dual (Triple) Action  
Multi-use  
Spray on (insert usage site) your family comes in contact with daily  
Treat (pet) stains, (pet) odors, and allergens\*\*  
Takes care of (insert usage sites) (pet) stains and odors  
Fast, easy, effective  
Leaves no residue



(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

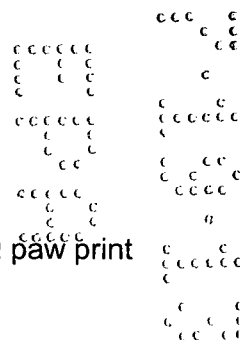
Suitable for use around the home  
 Easy to use  
 Makes (pet) cleaning easier  
 No rinsing required  
 Convenient to use- (cleans and sanitizes)  
 Ready to use  
 Simple application  
 Quick (and Easy)  
 Keep your home clean  
 Great for (insert usage sites)  
 It (foams) (and) (bubbles) so you know it's working  
 (2 in 1) (3 in 1) (4 in 1) Action (- saves you time)  
 (All in 1) ((2 in 1) (3 in 1) (4 in 1) (5 in 1) (formula)  
 Easily removes (soils) (and) (stains)  
 Spot sanitization for your (insert usage site) soft surface(s) other than carpet  
 Spot sanitization for your carpet<sup>†</sup>  
 Effective cleaning for your (insert usage site)

## MARKETING CLAIMS

(Money back) (Satisfaction) (Guarantee) (or your money back) (or its) (yours) (free)  
 Try (me) (for) (free) (now) (today)  
 Save (\$X) now  
 Bonus (X) (oz) (X %) (more)  
 New {note to reviewer: use for first 6 months only}  
 New and improved {note to reviewer: use for first 6 months only}  
 Value (size) (pack)  
 Trial (size) (pack)  
 (2 in 1) (3 in 1) (4 in 1) (Action)  
 (Dual) (Triple) Action  
 Advanced  
 All in 1  
 Complete Clean

## Optional Logos and Pictograms:

[For products treating/cleaning up pet messes]: pet icons, dog, cat, and paw print images



## AHP (logo)\*\*\*

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